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THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION OF STARBUCKS COFFEE MANADO

PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUASAN KONSUMEN STARBUCKS COFFEE MANADO

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Abstract: This study aims to analyze the effect of brand image and product quality on customer satisfaction at Starbucks Coffee Manado. The approach in this study, using research with a quantitative approach and a research model using multiple linear regression analysis. Data was collected through questionnaires and literature. The sampling technique uses purposive sampling technique, which in the implementation of this technique uses a type of non probability sampling. Respondents in this study were 92 respondents. The results showed that, 1) Simultaneously, brand image and product quality have a significant effect on customer satisfaction at Starbucks Coffee Manado. 2) Brand Image has a positive and significant effect on customer satisfaction at Starbucks Coffee Manado. 3) Product Quality has a positive and significant effect on customer satisfaction at Starbucks Coffee Manado.

Keywords: Brand Image, Product Quality, Customer Satisfaction

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh brand image dan product quality terhadap customer satisfaction di Starbucks Coffee Manado. Adapun pendekatan dalam penelitian ini, menggunakan penelitian dengan pendekatan kuantitatif dan model penelitian menggunakan analisis regresi linear berganda. Data dikumpulkan melalui kuisioner dan literatur. Teknik pengambilan sampel menggunakan teknik purposive sampling, yang dimana dalam pelaksanaan teknik ini mengunakan jenis non probability sampling. Responden pada penelitian ini sebanyak 92 responden. Hasil penelitian menunjukkan bahwa, 1) Secara simultan, brand image dan product quality berpengaruh signifikan terhadap customer satisfaction di Starbucks Coffee Manado. 2) Brand Image berpengaruh secara positif dan siginfikan terhadap customer satisfaction di Starbucks Coffee Manado. 3) Product Quality berpengaruh secara positif dan siginfikan terhadap customer satisfaction di Starbucks Coffee Manado.

Kata Kunci: Brand Image, Product Quality, Customer Satisfaction

INTRODUCTION

Research Background

Nowadays, competition in the coffee shop business has become very fierce. This is because coffee shops have become an important part of people's culture, and in recent years, the trend of drinking coffee has increased. In addition to increasing the fierce competition in the market, this has opened up many business opportunities. To maintain and increase their market share, coffee shops must actively develop effective marketing strategies. Indonesia's coffee business has seen increased competition in recent years, with many coffee shops appearing in various places. This has given customers more choices and allowed them to choose coffee that suits their tastes. Coffee stands as one of the most globally favored beverages, crafted from the roasting and grinding of coffee beans.

In Southeast Asia, including Indonesia, Starbucks has shown rapid growth, reflecting the immense potential of the coffee market in this region (Sudrajat, 2023). According to *Goodstats.id* (2023), Indonesia, with a total of 523 branches, ranks among the top 10 countries with the most Starbucks outlets in 2022, adding 48 new branches between 2021 and 2022. Manado has become a focus of Starbucks' business development in North Sulawesi due to high

customer interest, as reported by *Investing.com*. To date, Starbucks has five branches in Manado, indicating business expansion into new areas in Indonesia (Manullang et al., 2023).

Starbucks is recognized globally for its premium brand image, which conveys a sense of prestige, consistency, and quality service. This reputation positively impacts how customers perceive the brand, creating expectations of an exceptional coffee experience. When these expectations are met or exceeded, customer satisfaction increases. Additionally, the high quality of Starbucks' products, including the taste, freshness, and presentation of its coffee and food offerings, plays a crucial role in driving satisfaction. Customers value not only the sensory aspects of the products—such as flavor and aroma—but also the consistency of quality across visits. The combination of a strong, trusted brand image and high-quality products fosters loyalty, as customers feel reassured that they will consistently enjoy a premium experience. In Manado, this alignment between brand promise and product delivery contributes to an enhanced overall customer satisfaction, as customers perceive Starbucks as offering both superior products and a desirable lifestyle experience.

Customer satisfaction refers to the extent to which a product or service meets or exceeds customer expectations. It is a key metric for businesses since satisfied customers are more likely to make repeat purchases, stay loyal to the brand, and recommend the product or service to others (Kotler and Keller, 2022). According to Utami et al. (2024), customer satisfaction in the service sector, including coffee shops, is strongly influenced by the overall customer experience with the service and products provided. Starbucks, with its premium brand image, sets high expectations for an exceptional coffee experience. When these expectations are met or exceeded, customer satisfaction increases, fostering greater loyalty. Additionally, research has shown that emotional factors, such as the comfort of the ambiance and the friendliness of staff, also significantly affect customer satisfaction in Indonesia (Tumbuan and Wangke, 2022).

Brand image refers to the overall perception that consumers have of a brand, shaped by their experiences, associations, and interactions with the brand over time. It encompasses a variety of factors such as the company's logo, marketing strategies, product quality, customer service, and social responsibility efforts. A strong and positive brand image not only differentiates a brand from its competitors but also establishes emotional connections with consumers, creating trust and loyalty. In the case of Starbucks, for instance, its brand image is built on elements like a high-quality coffee experience, a cozy and welcoming ambiance, ethical sourcing of coffee beans, and a commitment to sustainability. This cultivated image makes Starbucks synonymous with premium coffee and a lifestyle choice, influencing how customers perceive its value beyond just the product. A well-established brand image can significantly impact customer satisfaction, as it sets expectations regarding product quality, service, and overall experience. When these expectations are met or exceeded, customer satisfaction is heightened, reinforcing brand loyalty and encouraging repeat business. Hence, Starbucks' investment in maintaining a consistent and positive brand image in markets like Manado, Indonesia, plays a key role in its customer retention and satisfaction levels.

Product quality is a critical factor in determining customer satisfaction, particularly in a premium brand like Starbucks. At its core, product quality encompasses various dimensions such as taste, consistency, freshness, and presentation, which directly impact how customers perceive the value of the offering. Starbucks maintains high product quality by using carefully sourced, ethically traded coffee beans and standardized brewing processes to ensure consistency across its global locations. The brand places strong emphasis on not just the taste of its beverages, but also on the visual appeal, texture, and temperature, all of which contribute to a sensory experience that reinforces customer loyalty. Furthermore, Starbucks' innovation in creating seasonal offerings and customization options, such as choosing different milk types and flavors, enhances the perceived product quality by catering to diverse preferences. In the context of Starbucks Coffee Manado, maintaining this high product quality is essential to meet the expectations of local customers and create satisfaction, as quality serves as a key differentiator in a competitive market. By delivering consistently high-quality products, Starbucks ensures that customers have a positive experience, fostering both repeat business and a strong brand reputation in the region.

Research Objectives
1. To determine the influence of Starbucks Coffee Manado's brand image on its customer satisfaction.
2. To determine the influence of Starbucks Coffee Manado's product quality on its customer satisfaction.
3. To determine the influence of brand image and product quality of Starbucks Coffee Manado on its consumer satisfaction

LITERATURE REVIEW

Marketing

Marketing, as defined by numerous scholars, is a dynamic and evolving field that integrates various functions aimed at meeting consumer needs and achieving organizational goals. Kotler and Keller (2022) define marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. This definition emphasizes the dual objective of creating and exchanging value, underscoring the importance of both the customer and the company in the marketing process. In this sense, marketing is not merely transactional but relational, focusing on long-term engagement and loyalty rather than one-off sales.

Customer Satisfaction

Dewi et al, (2021) describe customer satisfaction as a cognitive and emotional response to the consumption experience. It involves both rational evaluation and emotional reactions to how well a product or service has fulfilled customer needs. The importance of emotional factors in satisfaction has been highlighted by Meylano et al. (2020) that satisfaction is not just about functional performance but also the emotional connection a customer forms with a product or service.

Brand Image

The set of impressions that customers have of a brand is known as the brand image. Depending on various information and experiences, the relationship with the brand will get stronger. A consumer's view of a specific brand of product is known as its "brand image" or "brand picture". Customer's information, whether from firsthand experience with the product or from what they hear, see, or discover, forms the basis of these perceptions. Customer's thoughts and beliefs about a brand are represented by the associations ingrained in their minds and sometimes referred to as brand images. Customers typically select products based on information gleaned from a variety of sources and products they have personally used. As stated by Kotler and Keller (2022), brand image refers to how customers view a brand as a manifestation of the associations they have with it. These connections may take the shape of specific ideas and perceptions connected to the brand.

Product Quality

The physical state, functionality, and attributes of a good or service that meet or exceed customer expectations, such as longevity, dependability, accuracy, ease of use, and repairability, are referred to as product quality. The goal is to meet and satisfy customer needs. Kotler and Keller (2022), describe product quality as the ability of a product to perform its designated functions, encompassing accuracy, reliability, and longevity, achieved through careful supervision. Businesses need to never stop raising the caliber of their goods and services since superior goods can satisfy consumers and motivate them to buy more of the same.

Empirical Studies

Tiasanty and Sitio (2019) aimed to determine whether there is an influence between service quality, product quality and brand image on customer satisfaction and its implications for consumer loyalty at PT. Sharp Electronics Indonesia (study case in Karawang's Sharp Direct Service Station). The research method used was a survey method by distributing questionnaires to 182 respondents who had purchased 32-inch Sharp television LCD products residing in the Karawang's Sharp Direct Service Station area and recorded in the Sharp Customer Care Center database. The tool used to analyze data is the Statistical Package for Social Studies (SPSS) program ver.22. The result in this study are (1) Service Quality has positive and significant effect on Customer Satisfaction, (2) Product Quality has positive and significant effect on Customer Satisfaction, (3) Brand Image has positive and significant effect on Customer Satisfaction, (4)) Service Quality has positive and significant effect on Consumer Loyalty, (5) Product Quality has positive and significant effect on Consumer Loyalty, (6) Brand Image has positive and significant effect on Consumer Loyalty, (7) Customer Satisfaction has positive and significant effect on Consumer Loyalty at PT. Sharp Electronics Indonesia especially at Sharp Direct Service Station (SDSS) Karawang. Positive correlation coefficient with a strong level of interpretatio

Yulisetiarini et al. (2022) aimed to determine the effect of brand image, product quality, and price on consumer satisfaction with Eiger products. The population of this research is Eiger consumers in Jember. The sampling technique in this research is nonprobability sampling with the sampling method used is purposive sampling. Based on the criteria that is rmale and female respondents aged 18 years and over and respondents who have

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purchased and used Eiger products in existing stores in the last 1 year. The sample used was 170 respondents. The type of data in this study uses quantitative data. Primary data sources were obtained directly from questionnaires given via google form and secondary data obtained from web. The data analysis method used is multiple regression analysis. The results of this study are three analysis results, namely brand image has a significant effect on consumer satisfaction for Eiger products in Jember. Product quality has a significant effect on consumer satisfaction for Eiger products in Jember.

Rusmahafi and Wulandari (2020) analyzed the effect of Brand Image, Service Quality, and Customer Value on Customer Satisfaction of Bank Muamalat Indonesia. Where, customer satisfaction is part of the formation and to grow market share, in general, and increase the rank of Bank Muamalat in the Islamic Banking Industry. Multiple linear regression analysis was used to test three independent variables namely brand image, service quality, and customer value on customer satisfaction. The research data came from 150 customer respondents who saved at Bank Muamalat Indonesia Ciputat, BSD, and Cipulir branches. The results showed that the brand image variable did not significantly influence the customer satisfaction of Bank Muamalat Indonesia, while the variable service quality and customer value had a significant positive effect on customer satisfaction of Bank Muamalat Indonesia. However, a good reputation, Identical to Islamic Banks, trusted and Islamic, needs to be attached and socialized to strengthen the brand image. On the other hand, the speed of service is a factor of customer satisfaction that needs major attention, and speed of service creates a strong customer value regarding expected performance
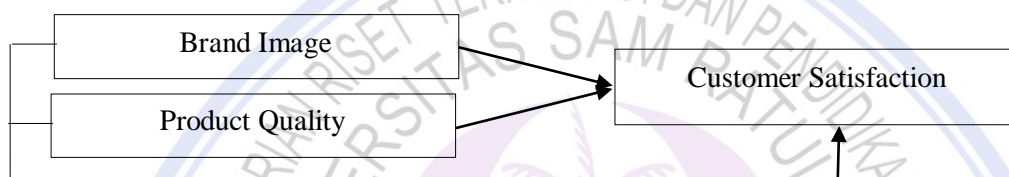
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H$_1$: It is suspected that Brand Image does influence Customer Satisfaction at Starbucks Coffee Manado.

H$_2$: It is suspected that Product Quality does influence Customer Satisfaction at Starbucks Coffee Manado.

H$_3$: Brand Image and Product Quality simultaneously does not have a significant effect on Customer Satisfaction at Starbucks Coffee Manado.

RESEARCH METHOD

Resarch Approach

This research will utilize a quantitative methodology to investigate the influence of brand image and product quality on customer satisfaction at Starbucks Coffee in Manado. Quantitative research is scientific research that collects measurable data which is then analyzed using statistical methods. Quantitative research employs a scientific methodology to investigate phenomena and uses random sampling to analyze a specific population or sample (Sugiyono, 2019).

Population, Sample Size and Sample Technique

The population in this study were all customers in July-Augustus, totaling 1.170 visitors. The sampling technique used in this study was purposive sampling with the following criteria: 1. Customers of Starbucks Manado Area. 2. Have shopped at Starbucks Manado Area. The sample in this study was rounded up to 92 respondents.

Type of Data and Data Source

a) Primary data refers to information gathered directly by researchers about variables for study purposes (Herlambang and Komara, 2021). The results of the questionnaires that have been processed are used as the main data for this research. Questionnaires were distributed directly to respondents and through social media.

b) Secondary data used by researchers for further processing is referred to as data that supports research projects, complements primary data, and supports primary. Researchers used secondary data from this study for further processing. These secondary data sources include websites, previous research, journals, and book literature.

Data Collection Method

One of the key elements in a study's success is the data collection methods. Additionally, customer of Starbucks Coffee Manado will receive questionnaires as a form of data collecting for this study.

Operational Definition of Research Variables
Table 1. Operation Definition and Indicator of Research Variables

Variables	Operation Definition	Indicators
Brand Image (X1)	The set of impressions that customers have of a brand is known as the brand image. Depending on various information and experiences, the relationship with the brand will get stronger.	Brand Identity Brand Personality Brand Association Brand Attitude and Behavior Brand Benefit and Competence otler and Keller (2018)
Product Quality (X2)	The physical state, functionality, and attributes of a good or service that meet or exceed customer expectations, such as longevity, dependability, accuracy, ease of use, and repairability, are referred to as product quality	Performance Features Conformity to Specifications Reability Durability Esthetica Perceived Quality Serviceability iptono (2016)
Customer Satisfaction (Y)	The degree to which customers are satisfied with the product or service they have gotten is known as customer satisfaction. Customers that are happy with a brand or business will see it favorably, become more devoted to it, and possibly refer others to it.	Conformity to Expectations; Interest in revisiting Desire to recommend iptono (2009)

Testing of Research Instruments
Validity and Reliabillity Tests

Test validity is defined as the level of accuracy between assessment tools that indicates where the test measures what it measures (Hikmah and Muslimah, 2021). By combining content validity and construct validity techniques, one can ensure that the questionnaire is valid for measuring the variables accurately. By recording the validity testing steps that the researcher carried out in the research report to provide clarity to the reader regarding the validity of the measurement instruments used.

To evaluate the reliability of the measurement instrument (questionnaire) used in this research, researchers used statistical methods such as the Cronbach's alpha test. Cronbach's alpha is a measure commonly used to measure the internal consistency of a questionnaire or measurement instrument. If the results of calculating the Cronbach's alpha value show that the internal consistency of the questionnaire is 0.85. This shows that the questionnaire has a high level of consistency in measuring the variables studied.

Data Analysis Method
Classical Assumption Test
Normality Test

The normality test is used in research with the aim of seeing whether the data distribution is close to the normal distribution, which means that good data will form a bell shape, which means that it is not heavy anywhere (Ghozali, 2018), or whether the data distribution is close to the normal distribution in data groups or variables. With the aim of testing normality, a non-parametric statistical technique of Kolmogorov-Smirnov (K-S), expressed in Asymps.Sig (2-tailed), was used, with the following conditions:

a) If the sig value is ($p > 0.05$), then it can be concluded that the distribution of the tested data is normal.

b)   If the sig value is (p < 0.05), then it can be concluded that the distribution of the tested data is abnormal.

Multicollinearity Test
        Multicollinearity shows that the relationship between dependent variables is linear. In accordance with Ghozali (2018), the reason for the multicollinearity test is to determine whether there is a significant relationship between independent factors in the relationship model. In a good relationship model, there should be no significant relationship between free factors. To assess whether these variables are correlated with each other, the following criteria are considered:
a.   If the tolerance value ≥ 0.10 or the VIF value ≤ 10, it can be concluded that there is no existence of multicollinearity.
b.   If the tolerance value ≤ 0.10 or the VIF value ≥ 10, it can be concluded that there is multicollinearity.

Heteroscedasticity Test
        The purpose of this test is to see if the regression model has differences in residual variances from one observation to another because if heteroscedasticity is found, it can be considered a bad regression model. But if homokedastisitas is found, which means that the residual variance from observation does not change, the regression model can be categorized as good. Requirements for testing heteroscedasticity by looking at the pattern of dots on the regression scatterplot. The pattern of dots does not form in a certain shape scattered above and below the number 0 on the X and Y axes.

Multiple Linear Regression Analysis
        Multiple linear regression analysis permits the computation of multiple independent variables. The approach of multiple linear regression analysis, explained by Ghozali (2018), is employed to ascertain the direction and impact of the independent variable on the dependent variable. Presented below is an example of a multiple linear regression equation:

$$Y = \alpha + \beta 1 X 1 + \beta 2 X 2 + ei$$

Y   = Customer Satisfaction
a   = Constant
X1   = Brand Image
X2   = Product Quality
b1, b2   = The coefficient of regression for independent variables
e   = Error

Coefficient of Determination Test (R²)
        The R2 demonstrates how well it clarifies the watched changes within the subordinate variable. When the R² number is close 1, the free variable tells us everything we ought to know to foresee changes within the dependent variable. On the other hand, in the event that the esteem is little, the autonomous variable cannot account for the inconstancy within the subordinate variable. The conceivable values of R² are and 1 (Ghozali, 2018).

Hypothesis Testing
t Test
        The t-test is used to individually examine the influence of each independent variable on the dependent variable (Ghozali, 2018). This test is conducted using a significance level of 0.05 (α = 5%). Hypothesis acceptance and rejection are determined based on the following criteria:
1.   Compare the significance value with the probability value of 0.05.
     The null hypothesis (Ho) will be accepted if the significance value is greater than 0.05. Conversely, the alternative hypothesis (Ha) will be accepted if the significance value is less than 0.05.
2.   Compare the calculated t-value (Thitung) with the critical t-value (Ttabel).
     The alternative hypothesis (Ha) will be accepted if the calculated t-value (Thitung) is greater than the critical t-value (Ttabel). Conversely, the null hypothesis (Ho) will be accepted if the calculated t-value (Thitung) is less than the critical t-value (Ttabel).

F Test

The F-test is an essential statistical technique used to analyze relationships between variables and test the significance of the model and regression coefficients. The interpretation of F-test results should take into account the F-value, p-value, and other factors in the research:

1. If Sig > 0.05, then Ho is accepted, and Ha is rejected, meaning there is no significant effect.
2. If Sig < 0.05, then Ho is rejected, and Ha is accepted, meaning there is a significant effect.

RESULT AND DISCUSSION

Result
Validity Test and Reliability Test Result
Table 2. Validity Test and Reliability Test Result

Variabel	Items	Validitas			Realibilitas	
		r hitung	Sig.	Status	Cronbach Alpha	Status
Brand Image (X1)	X1.1	0.744	0.000	Valid	0.945	Reliabel
	X1.2	0.807	0.000	Valid		
	X1.3	0.856	0.000	Valid		
	X1.4	0.778	0.000	Valid		
	X1.5	0.715	0.000	Valid		
	X1.6	0.765	0.000	Valid		
	X1.7	0.895	0.000	Valid		
	X1.8	0.879	0.000	Valid		
	X1.9	0.753	0.000	Valid		
	X1.10	0.879	0.000	Valid		
Product Quality (X2)	X2.1	0.856	0.000	Valid	0.974	Reliabel
	X2.2	0.876	0.000	Valid		
	X2.3	0.883	0.000	Valid		
	X2.4	0.861	0.000	Valid		
	X2.5	0.859	0.000	Valid		
	X2.6	0.889	0.000	Valid		
	X2.7	0.831	0.000	Valid		
	X2.8	0.811	0.000	Valid		
	X2.9	0.902	0.000	Valid		
	X2.10	0.824	0.000	Valid		
	X2.11	0.803	0.000	Valid		
	X2.12	0.872	0.000	Valid		
	X2.13	0.797	0.000	Valid		
	X2.14	0.812	0.000	Valid		
	X2.15	0.863	0.000	Valid		
	X2.16	0.894	0.000	Valid		
Customer Satisfaction (Y)	Y.1	0.786	0.000	Valid	0.912	Reliabel
	Y.2	0.778	0.000	Valid		
	Y.3	0.842	0.000	Valid		
	Y.4	0.844	0.000	Valid		
	Y.5	0.840	0.000	Valid		
	Y.6	0.905	0.000	Valid		

Source: The results of SPSS data processing, 2024

Based on the results of the validity and reliability tests, the Rcount value of each item is greater than Rtabel, where Df = n - 2, namely 92 - 2 = 90, and Rtabel = 0.205. Thus, these items have Rhitung> Rtabel and a significance level <0.05, so it can be stated that the statement items are valid. Based on the table 2, the Cronbach's alpha value for brand image is 0.945, for product quality is 0.974, and for customer satisfaction is 0.912, so it can be concluded that each sample is reliable.

Results of Classical Assumption Testing

Normality Test Result
Table. 3. One Sample Kolmogorov-Semirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			92
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.10951205
Most Extreme Differences	Absolute		.196
	Positive		.131
	Negative		-.196
Test Statistic			.196
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[d]	Sig.		.930
	99% Confidence Interval	Lower Bound	.944
		Upper Bound	.956

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: The results of SPSS data processing, 2024

Based on table 3, the Asymp Sig (2-tailed) value is 0.200, which is greater than the significance value of 0.05. Therefore, it can be concluded that the data is normally distributed.
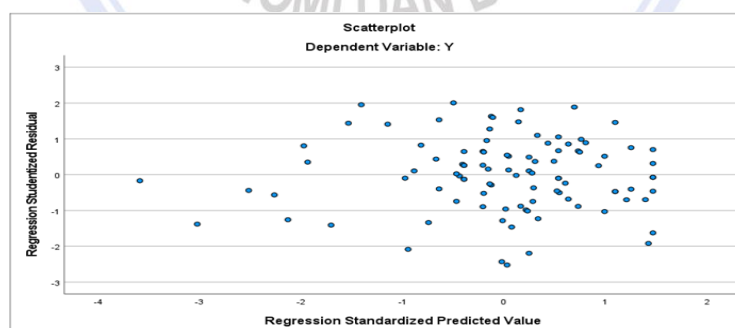
Multicollinearity Test
Table 4. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	9.914	4.670		5.146	.030		
	Brand Image	.296	.071	.468	2.196	.000	.789	1.126
	Product Quality	.170	.040	.518	4.200	.000	.789	1.126

a. Dependent Variable: Customer Satisfaction

Source: The results of SPSS data processing, 2024

Table 4 shows that there is no multicollinearity between the independent variables in the research regression model. This is indicated by the tolerance value of each independent variable which is greater than 0.1 and the VIF (Variance Inflation Factor) value of each independent variable which is less than 10.

Heteroscedasticity Test

Figure 2. Heteroscedasticity Test
Source: The results of SPSS data processing, 2024

Based on the scatterplot graph, it can be seen that the points spread randomly and do not form a certain pattern. So it can be said that there is no heterokedasititas. Because the classical assumption test requirements, namely the normality test, multicollinearity test, and heteroscedasticity test have been carried out and all three meet the

assumptions where the data is normally distributed, there is no multicollinearity, and there is no heteroscedasticity, this study can proceed to multiple linear regression analysis.

Multiple Linear Regression Analysis Result

Based on table 4, the constant value (α) is 9.017. In addition, the regression coefficient value for the social media marketing variable (X1) is 0.079, and for the content marketing variable (X2) is 0.986. Therefore, the multiple regression equation can be formulated as follows:

$$Y = 9.914 + 0.296X1 + 0.170X2 + \varepsilon$$

1. If the value of brand image (X1) and product quality (X2) is zero, then the constant value (α) obtained of 9.914 will be the coefficient value of customer satisfaction (Y).
2. The $\beta1$ value of 0.296 indicates that there is a positive relationship between brand image (X1) and customer satisfaction (Y). This means that each one unit increase in the brand image variable (X1), assuming other variables are constant, will result in an increase of 0.296 in the customer satisfaction variable (Y).
3. The $\beta2$ value of 0.170 indicates that there is a positive relationship between product quality (X2) and customer satisfaction (Y). This means that each one unit increase in the product quality variable (X2), assuming other variables are constant, will result in an increase of 0.170 in the customer satisfaction variable (Y).

Coefficient of Determination (R-Square) Test Results
Table 5. Coefficient of Determination (R-Square) Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.919[a]	.845	.841	2.133	2.154

a. Predictors: (Constant), Product Quality, Brand Image

b. Dependent Variable: Customer Satisfaction

Source: The results of SPSS data processing, 2024

Based on the Coefficient of Determination ($R2$) table 5, the R Square value is 0.845. This means that brand image and product quality together affect customer satisfaction by 84.50%. The remaining 15.5% is influenced by other variables not examined in this study.

Hypothesis Test Results
T-Test Result (Partial Test)
Based on table 4 above, it can be seen that:
1. The t-test results for the brand image variable (X1) obtained a tcount value of 2.196 with a significance value of 0.000, with a positive sign meaning that hypothesis testing is carried out on the right side. So that the tcount is 2.196> ttable 1.662 with a significance value of 0.000 <0.05. Therefore, it can be concluded that partially brand image has a positive and significant effect on customer satisfaction, this means that H1 is accepted.
2. The t-test results for the product quality variable (X2) obtained a tcount value of 4,200 with a significance value of 0.000. It can be seen that the tcount is 4.200> 1.662 with a significance value of 0.000 <0.05. Therefore, it can be concluded that partially product quality has a positive and significant effect on customer satisfaction, this means that H2 is accepted.

F-Test Result
Tabel 6. F-Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2202.525	2	1101.262	242.033	<.001[b]
	Residual	404.954	89	4.550		
	Total	2607.478	91			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Product Quality, Brand Image

Source: The results of SPSS data processing, 2024

In the table 6, it is known that Fcount> Ftabel with a significance of less than 0.05, it can be concluded that together the independent variables in this study have a significant effect on the variable customer satisfaction (Y).

Discussion
The Influence of Brand Image and Product Quality on Customer Satisfaction at Starbucks Coffee Manado

In the test results, it is known that Fcount> Ftabel with a significance of less than 0.05, it can be concluded that together the independent variables (brand image and product quality) in this study have a significant effect on the customer satisfaction variable. As explained by Kotler and Keller (2022), product quality and brand image are two important elements in building a competitive advantage that drives customer satisfaction levels. Xue et al. (2019) found that a strong brand image and consistent product quality simultaneously play an important role in increasing customer satisfaction in the food and beverage industry. Abdullah et al. (2023), which show that consumers tend to be more satisfied when they associate brands with a positive reputation and when the products offered meet or exceed their expectations. Both contribute to positive consumer experiences and brand loyalty. In addition, Rivai (2021) in the context of the coffee industry also found that a strong brand image serves as quality assurance, while product quality provides emotional satisfaction to consumers, which ultimately contributes to higher levels of satisfaction. This suggests that in an industry such as Starbucks, where both product quality and brand image are major factors in marketing strategy, both variables together significantly influence consumer satisfaction. Thus, from the results of this test it can be concluded that improvements in both variables, namely brand image and product quality, should continue to be considered by Starbucks in Manado to increase customer satisfaction.

The Influence of Brand Image on Customer Satisfaction at Starbucks Coffee Manado

The statistical test results which show that brand image has a significant effect on customer satisfaction at Starbucks in Manado indicate a close relationship between consumer perceptions of brand image and the level of satisfaction they feel. According to Kotler and Keller (2022), brand image is a set of consumer perceptions and beliefs about a brand formed from various elements such as product quality, service, and brand value. A positive brand image tends to increase consumer trust, which in turn affects their satisfaction. In the context of consumer behavior, Expectancy-Disconfirmation Theory explains that consumers feel satisfied when a brand's performance exceeds or matches their pre-existing expectations. Starbucks as a global brand has a strong reputation, and if the image is in line with customer expectations, then customers tend to feel satisfied. Factors such as consistency of coffee taste, comfortable cafe atmosphere, and friendly service can strengthen the Starbucks brand image, which ultimately affects customer satisfaction. Previous research also reinforces these findings. For example, research conducted by Abbas et al. (2021) found that brand image has a direct and significant influence on customer satisfaction in the retail sector. Similarly, research by Suprayogi et al. (2023) in the context of the coffee industry in Indonesia shows that brand image plays an important role in building consumer loyalty and satisfaction. In addition, Abdullah et al. (2023) found that a strong brand image creates consumers' emotional attachment that strengthens their relationship with the brand, thereby increasing satisfaction.

The Influence of Product Quality on Customer Satisfaction at Starbucks Coffee Manado

The statistical test results which show that product quality has a significant effect on customer satisfaction at Starbucks in Manado confirm the importance of product quality in influencing customer satisfaction. According to Kotler and Keller (2022), product quality is the ability of a product to meet or exceed customer expectations, which includes aspects such as durability, reliability, consistency, and product features. High product quality creates value for consumers and plays a central role in creating satisfaction. Tyagi et al. (2023) stated that product and service quality are two key elements that contribute to customer satisfaction. Starbucks' product quality, such as consistent coffee flavor and quality ingredients, directly contributes to increasing customer satisfaction because it meets customers' expectations of the taste and experience they get. According to Law et al. (2024), high product quality results in a more positive consumption experience, which strengthens consumer satisfaction. Saputra et al. (2024) found that product quality has a significant influence on customer satisfaction in the food and beverage sector. Customers tend to feel satisfied if the products they consume meet high quality standards.

CONCLUSION AND RECOMMENDATION

Conclusion
Based on the test results in the discussion above, the conclusions are as follows:

1. Brand image and product quality simultaneously have a positive and significant effect on customer satisfaction at Starbucks Coffee Coffee Manado.
2. Brand image partially has a positive and significant effect on customer satisfaction at Starbucks Coffee Manado.
3. Product Quality partially has a positive and significant effect on customer satisfaction at Starbucks Coffee Manado.

Recommendation

As for the suggestions on the sustainability of this research for each party in it, as follows:

1. Starbucks in Manado needs to continue to strengthen brand image and product quality which have been proven to have a significant effect on customer satisfaction. The company can carry out continuous innovation in improving product quality while maintaining high standards in raw materials and production processes. In addition, the company should strengthen its brand image with marketing campaigns that highlight positive customer experiences and strengthen emotional connections with local consumers.
2. Consumers or potential consumers is important to understand that the experience at Starbucks is influenced by various factors such as product quality and brand image. By recognizing these elements, consumers can be more aware of what makes them satisfied in interactions with Starbucks products or services, as well as how their purchasing decisions can be based on evaluations of brand quality and value.
3. Future researchers are advised to dig deeper into the influence of other factors that may play a role in increasing customer satisfaction, such as customer service or store atmosphere, which have not been analyzed in this study. Research can also be expanded to other regions or conducted with more diverse research methods, such as interviews or case studies, to provide a more comprehensive picture of the influence of various variables on customer satisfaction in the coffee industry.

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